Appl. No.:   09/765,841
Amdt. Dated March 2, 2004
Reply to Office action of December 2, 2003

Amendments to the Claims:

     This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently amended) A label comprising:

    a transparent element to pass ambient light and backlight; and

    a transflective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;

    wherein the transparent element includes label data and the label data is visible both with and without applying power to the label.

2.   (Cancelled).

3.   (Original) A system as recited in claim 1, wherein the transflective element comprises a metallic transflective film.

4.   (Original) A system as recited in claim 1, further comprising an electroluminiscent light to produce the backlight.

5.   (Original) An electronic device comprising the label as recited in claim 1.

6.   (Currently amended) A label comprising:

    a light transmissive element;

    a light generating element to provide backlight for the light transmissive element; and

    a transflective element directly disposed between the light generating element and the light-transmissive element to pass backlight generated by the light generating element out through the light transmissive element, but reflect ambient light passed in through

117/27.01/2162.09700   Page 2 of 7

Appl. No.:   09/765,841
Amdt. Dated March 2, 2004
Reply to Office action of December 2, 2003

the light transmissive element back out through the light
transmissive element;

wherein the light transmissive element comprises data printed thereon;
and

wherein the printed data is visible both with and without applying power
to the label.

7.   (Cancelled).

8.   (Original) A system as recited in claim 6, wherein the light generating
element comprises an electroluminiscent light.

9.   (Original) A system as recited in claim 6, wherein the transflective
element comprises a metallic transflective film.

10.   (Original) A system as recited in claim 6, wherein the label exhibits
visually different appearances depending upon whether the light transmissive
element is illuminated by the backlight or the ambient light.

11.   (Original) A system as recited in claim 6, wherein the label exhibits a first
color when the light transmissive element is illuminated by the backlight and a
second color when the light transmissive element is illuminated by the ambient
light.

12.   (Original) An electronic device comprising the label as recited in claim 6.

13.   (Currently amended) An assembly comprising:
      a backlight source to generate a backlight; and
      a label that reflects ambient light and emanates the backlight when the
            backlight is generated,
      wherein the label comprises:

Appl. No.:   09/765,841
Amdt. Dated March 2, 2004
Reply to Office action of December 2, 2003

a transparent element; and

a transflective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;

wherein the transparent element includes label data and the label data are visible both with and without applying power to the label.

14.   (Original) An assembly as recited in claim 13, wherein the backlight source comprises an electroluminiscent light.

15.   (Original) An assembly as recited in claim 13, wherein the backlight source is separate from the label.

16.   (Cancelled).

17.   (Original) An electronic device comprising the assembly as recited in claim 13.

18.   (Currently amended) A method comprising:

passing backlight emanating from behind a label out through the label; and

reflecting ambient light received from in front of the label back through the label,

wherein the label comprises:

a transparent element; and

a transflective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;

wherein the transparent element includes label data and the label data is visible both with and without applying power to the label.

117027.01/2162.09700   Page 4 of 7